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SUBJECT: JIPA Rolls Out Plans for Intellectual Property Week

**¶1.** (U) The Jordanian Intellectual Property Association (JIPA) announced at a June 25 fund-raising breakfast plans for its upcoming Intellectual Property Week (IP Week) to be held in Amman, Jordan on August 11-14, 2003. The weeklong workshop is the first of its kind in the region and JIPA hopes to make it an annual event. Amongst other donors, the USAID-funded AMIR program financed the launch event. In addition to providing programmatic details, IP Week organizers solicited participants to sponsor events during the conference.

**¶2.** (U) Academics, policy-makers, and industry leaders will gather at IP Week to address a variety of issues including: protection and enforcement; intellectual assets as a vehicle for economic growth and business expansion; knowledge management; compliance with international trade treaties. Invited speakers include Jordanian government officials, the U.S. Patent and Trademark Office, World Intellectual Property Organization, USAID, and the International Intellectual Property Institute. IP Week will also showcase the key sectors of audiovisual products, anti-counterfeiting, books and publications, information technology and pharmaceuticals by holding a sideline exhibition of products and services.

**¶3.** (U) A brainchild of JIPA chairman Murad Bushnaq, IP week should serve to highlight Jordan's place at the front of the regional pack in the IPR protection arena. The event, which will build on the buzz created by the World Economic Forum Extraordinary Meeting at the Dead Sea June 21-23 (reported septels), may also signal to potential investors in IP-sensitive sectors that Jordan can provide a hospitable investment and operating environment. Organizers at the June 25 breakfast said they were already receiving expressions of interest from companies throughout the region, Europe, and the U.S., and expected a strong turnout for IP Week events.

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